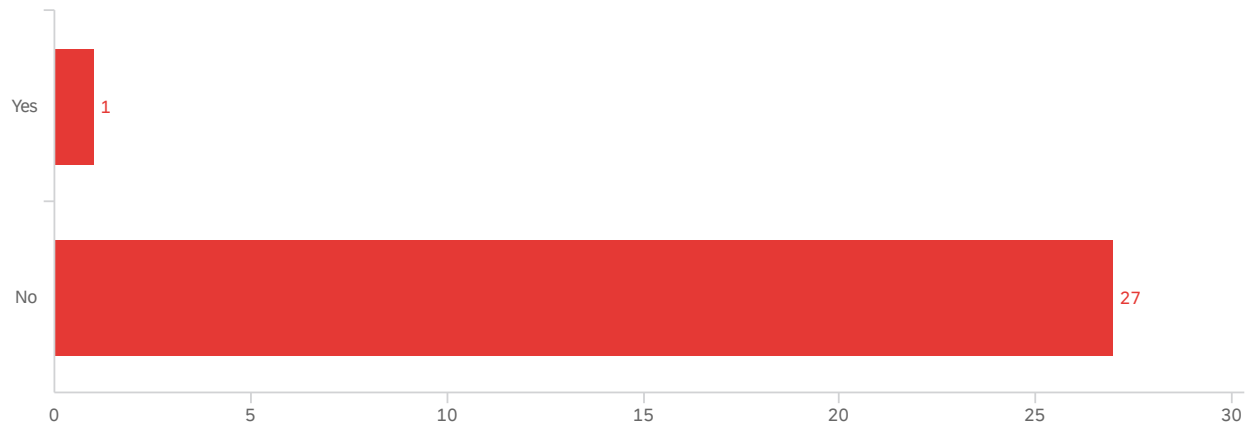# The Business of Big Data - Jiaqi Zheng
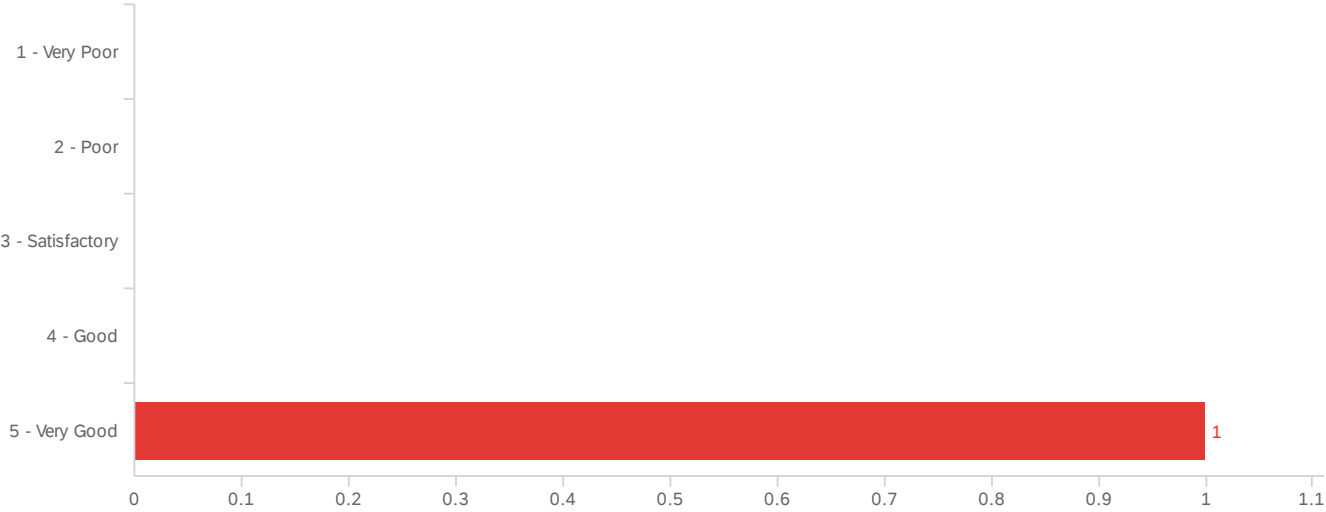
TT20 Feedback Survey - The Business of Big Data

July 15, 2020 5:47 PM BST

Q12 - Did you attend the above named teacher's classes?

Q13 - Please rate the teaching: clarity, coherence & effectiveness

	1 - Very Poor	
	2 - Poor	
	3 - Satisfactory	
	4 - Good	
	5 - Very Good	1

#	Field	Mean
1	Please rate the teaching: clarity, coherence & effectiveness	5.00

Q14 - Please rate the supporting materials: slides, hand-outs, readings, cases

| 1 - Very Poor |
| 2 - Poor |
| 3 - Satisfactory |
| 4 - Good |
| 5 - Very Good |

(Bar chart: 5 - Very Good = 1)
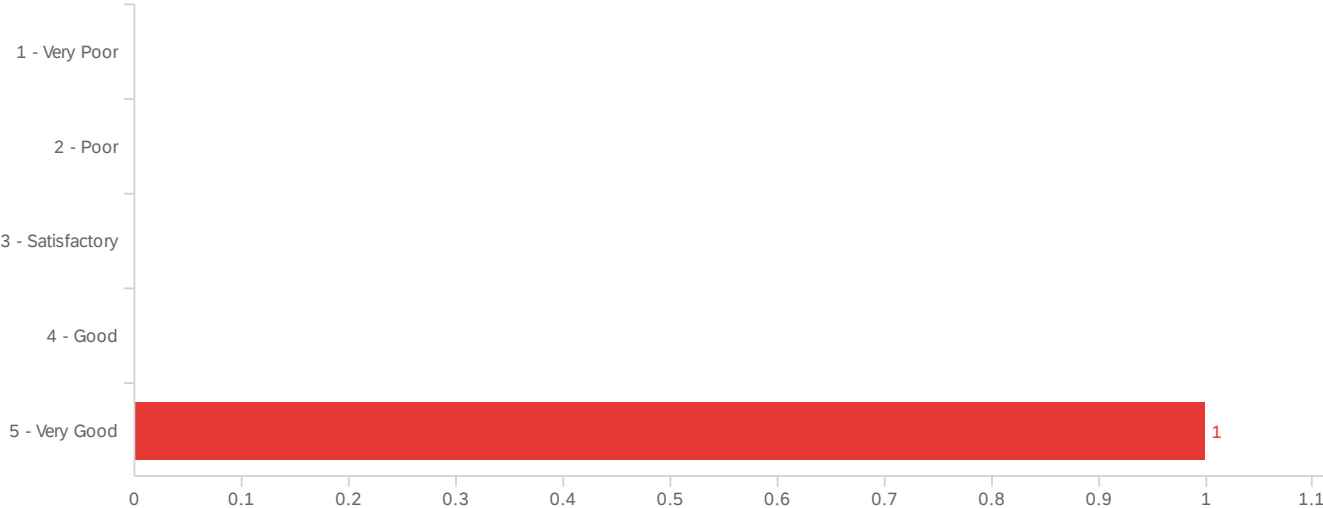
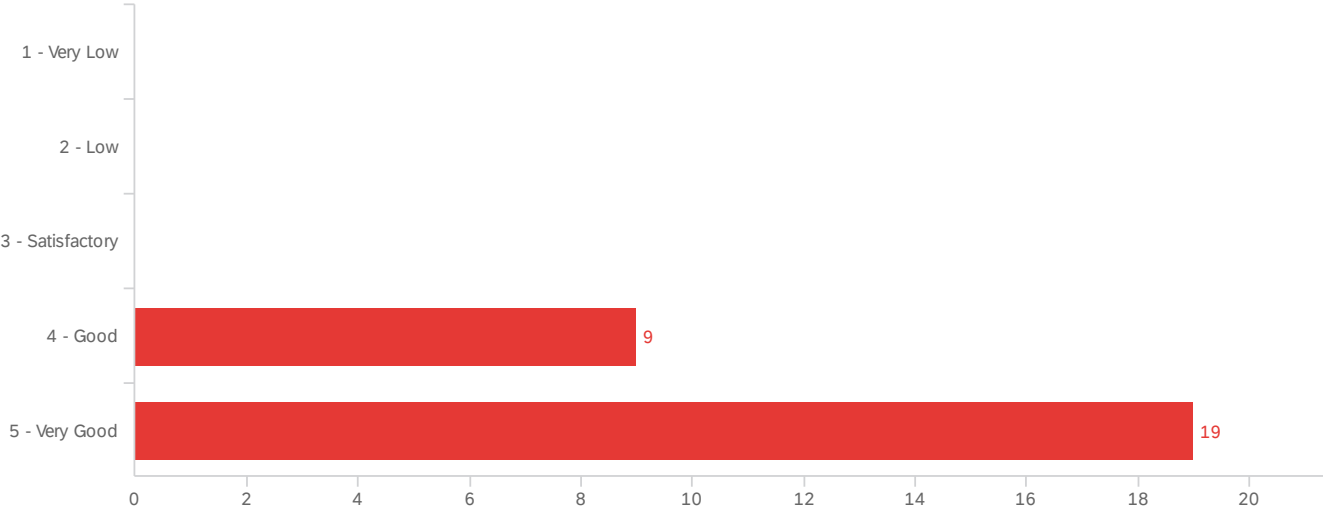| #	Field	Mean
1	Please rate the supporting materials: slides, hand-outs, readings, cases	5.00

Q15 - If you have any additional feedback for this faculty member (Jiaqi Zheng), pl…

If you have any additional feedback for this faculty member (Jiaqi Zheng),…

Excellent informational video, very concise, and well presented.

Q24 - Relevance and importance of the course content

	1 - Very Low	2 - Low	3 - Satisfactory	4 - Good	5 - Very Good

Chart values:
- 4 - Good: 9
- 5 - Very Good: 19

#	Field	Mean
1	Relevance and importance of the course content	4.68

Q25 - Difficulty: was the course

5 - Far too hard	1
4 - Too hard	2
3 - OK	16
1 - Far too easy	3
2 - Too easy	6
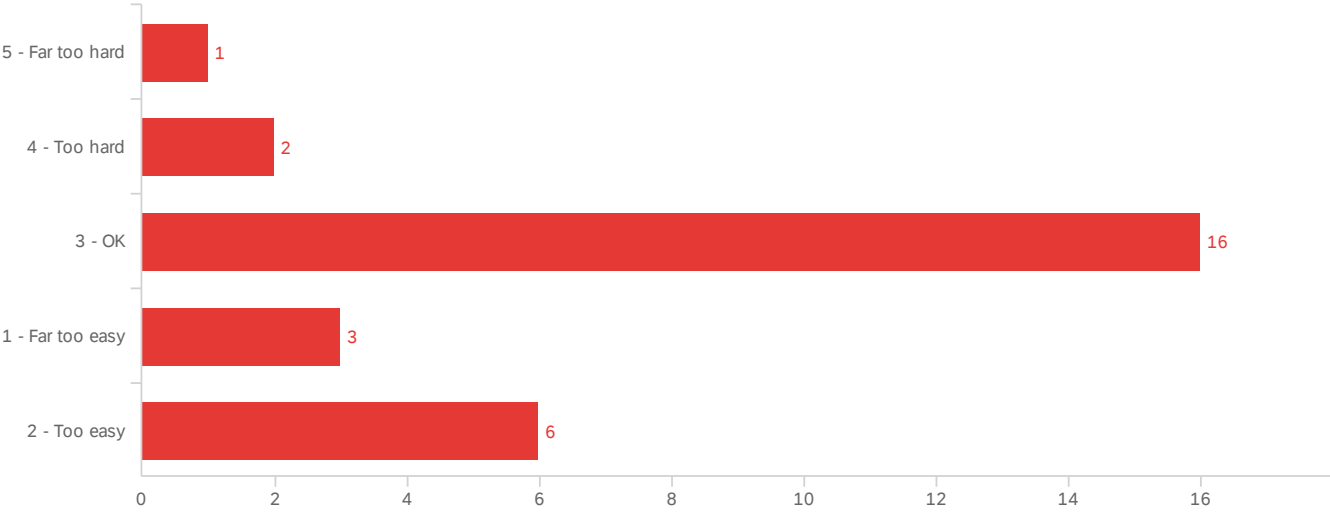
Q26 - If you have any comments on how this course could be improved, please e…

If you have any comments on how this course could be improved, please enter…

There should be a short "how to" video about python to ensure that everyone is using the same IDE. The MLFs were helpful in class, I think they would have been a better jury for the presentations (determine who won based on arguments) than members of a group. I would rather have covered several cases rather than going very deep into the G3C case.

provide python courses before the class

Maybe a few more practical case studies of how the course material corresponds in the business context

The first two lectures were a duplication of what I had heard in CDL and leading digital transformation. Also I had read the book so nothing really felt knew. It would have been great to ask people to watch recordings of these first sessions if they had no clue and then pick up at a higher level.

I attended a one day intro course to python and machine learning with AfterSkills that was organised by the careers department. Would recommend that this course is held before the class begins and mandatory for everyone to attend.

Being more specific about the low level of coding in the course

I would greatly appreciate if there were more (optional) homework assignments. I'd love to continue exploring python coding but do not know where to start. A few more recommended data sets and question prompts would be neat to work on in my own time.

more clear requirements for course syllubus

Tiny details, but it would have been nice to have the lecture slides uploaded on Canvas just like the other courses, and that the homework assignments are distributed in a more visually appealing format than a basic Word file.

It would have been better if the class slides were more self-contained and well documented.

Structure is key

Q27 - If you have any further comments on this course, please enter them here:

If you have any further comments on this course, please enter them here:

Probably the most difficult course I took on the MBA, but there is really no way around this, considering we are expected to become proficient in Python in less than 4 weeks - on top of the course content. I personally enjoyed the challenge, and I felt that those students who were willing to put in the effort required reaped commensurate rewards. However, the difficulty level could definitely have been better signposted during the course selection process. What would *really* have helped was to make everyone do a mandatory Python bootcamp prior to the class, so that we all entered on the same level.

This was a great course and no wonder had demand for an additional stream to be opened up. It was good to have a multi-disciplinary audience, with students from MBA MLF MFE all together, but it lacked the "business" element and went a little deep into finance and law. Adding a business/commercial perspective would be highly beneficial for MBAs and for other students as well. Also, a pre-course optional session for basics of Python during the Spring break or a Friday couple of weeks before the start of the course would be really helpful.

I thought the most helpful part of the course were the presentations as it forced you to critically think about application issues and what data you might need to make your point. More elements such as this as part of the course contribute to the learning experience I think!

the organization of the canvas site is messy

I think that this course was so relevant to todays context that it may serve SBS well to consider adding this as a core course. It will undeniably provide all students a competitive advantage moving ahead.

One of the best classes I have taken. I would have loved if there was a second part to this class. Maybe beginners and then more advanced. just given how relevant this topic is for business, I would have like to go deeper into more concepts. As an MBA with no prior programming experience, I did not have any issues with the difficulty of the course. I would recommend changing the final assessment to have something more forward-looking and less reflective. Could include an actual case study that requires some data analysis.

Many very important topics covered, maybe slightly more challenging coding assignments would improve the course

Really appreciate the assessment format for this course. I am so done with trying to write 3,000 words on some broad topic. Having this type of assessment helped ensure that we engaged with all the content (coding, ethics, fundamentals of big data business models).

If you have any further comments on this course, please enter them here:

My group experience was unfortunately far from ideal, but I could learn from classmates with a "less technical background" during the lectures (I absolutely loved that aspect, and really hoped this would happen). The elective also completely fulfilled my expectation of broadening my horizon, rather than narrowing down on coding skills and forgetting about what makes coding so important in the first place. The multidisciplinary aspect is just fascinating.

One of the best courses offered by the MBA program. Very relevant to the current era of big data, and offering all aspects to consider when running data-driven businesses.

Perfect mix of topics. I enjoyed working with the MFE and MLF as well. Thanks again for a great course.

Assignments were really confusing. They were in itself fine, but was hard to actually understand what the teacher expects

Class and content was great! There was for the first time no overlap between this classes and other classes. It was also so valuable to be in an inter-disciplinary class, I enjoyed that aspect of the class the most!

End of Report